

Seattle Votes

Survey

Results

Recommendations

April 20, 2018



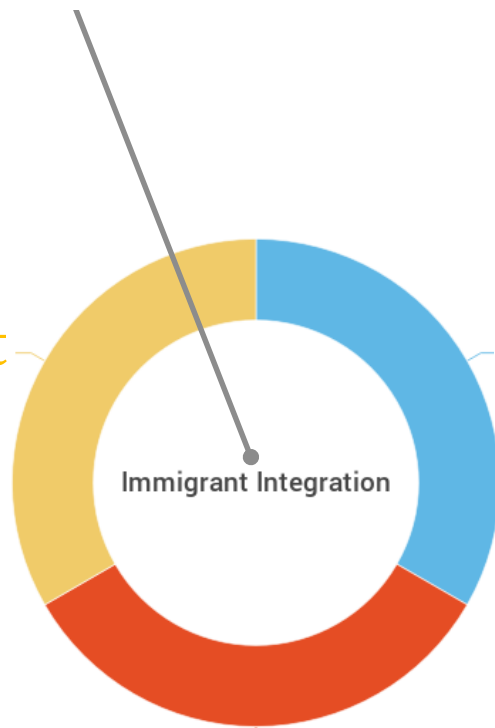
Seattle
Office of Immigrant
and Refugee Affairs

OIRA Framework

Four Rails of Immigrant Integration

Protecting Residents and Workers

Citizenship
and Civic
Engagement



English as
a Second
Language
(ESL)

Language Access



Immigrant Integration Spectrum

Steps to Integration

Advocate / Leader / Volunteer

**Active
Voter**

**Registered
Voter**

**U.S.
Citizen**

**Lawful
Permanent
Resident (LPR)**

**Without
Authorization /
Documentation**

Seattle
Votes

New Citizen Campaign
New Citizen Program

DACA Support
Legal Consultations
Legal Defense Network

Across the Spectrum

Language Access
Ethnic Media
Ready to Work
Immigrant Family Institute
Community Outreach
Federal Advocacy
Immigrant and
Refugee Commission

OIRA Programs



CITY OF SEATTLE
**IMMIGRANT
VOTING**
TASK FORCE REPORT

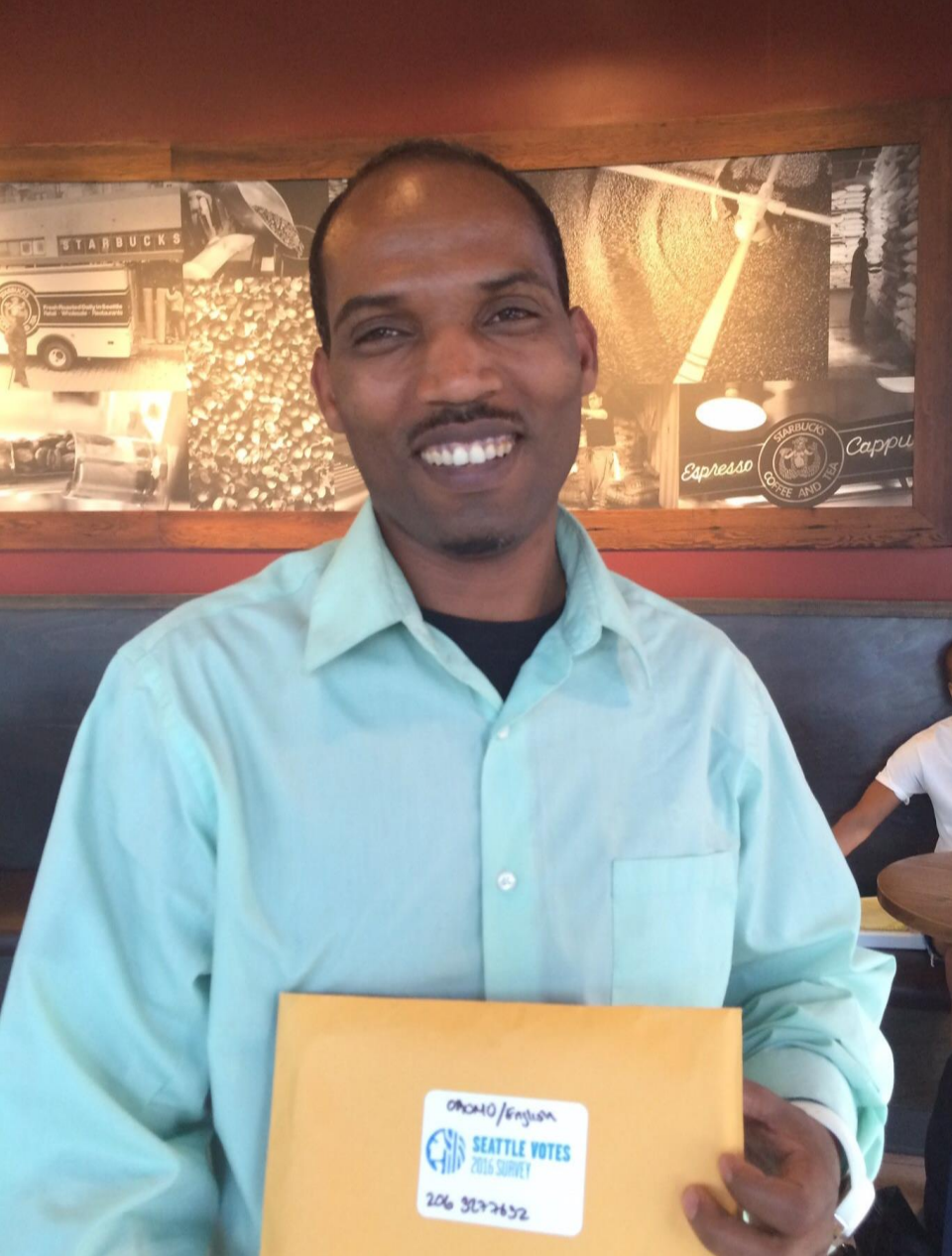
Even though Seattle's foreign-born population has grown each year, **immigrant communities do not register to vote or vote at the same rates as other Seattle residents.**

The Task Force was convened in 2013 to identify, analyze, and address the issues that affect civic and political participation by immigrant communities.

Task Force Recommendations

1. Improve civic engagement of immigrant communities.
(Seattle Votes Campaign)
2. Address the language needs of new American voters.
3. Ensure that neighborhoods with high concentrations of immigrants have readily accessible ballot drop boxes.
4. Advocate on behalf of immigrant communities.
5. Develop and fund comprehensive civic education for new Americans.





Seattle Votes Survey

- There was a lack of existing data to help us understand barriers to civic engagement.
- Seattle Votes is one of the largest surveys examining voter registration, voting, and civic engagement of immigrants.
- Findings will inform how we improve voter registration, voting rates, and elections knowledge in immigrant and refugee communities.



Please take a moment to share with the City of Seattle Office of Immigrant and Refugee Affairs your experience as a U.S. immigrant/refugee resident. Please only fill out this survey if you are a foreign-born resident, you currently live in Seattle-King County, and you are at least 18 years of age. Your answers to this survey will be kept anonymous. Go to www.seattle.gov/seattlevotes for more information. Complete the survey by marking the circle like this: or

1 / In what country were you born? _____

2 / In what year were you born? _____

3 / In what year did you move to the United States? _____

4 / In what ZIP code do you live? _____

5 / What is your preferred language? _____

6 / How well would you say you speak English?
 Very well Not well
 Well Not at all

7 / What is the most important issue facing your immigrant and refugee community that you think our public officials should address?

8 / Overall, how much of a difference do you think you can have in making your neighborhood a better place to live?
 I can make no difference at all I can make a moderate difference
 I can make a small difference I can make a big difference

9 / How interested are you in the presidential election this year?
 I am very interested I am somewhat interested I am not interested

10 / If you wanted to find information about elections, issues, and candidates, which of the following would you most likely use? **Choose all that apply.**

<input type="radio"/> Internet	<input type="radio"/> Ethnic television	<input type="radio"/> Friends and family
<input type="radio"/> Television in English	<input type="radio"/> Ethnic newspapers	<input type="radio"/> My place of worship
<input type="radio"/> Newspapers in English	<input type="radio"/> Ethnic radio	<input type="radio"/> My union or work place
<input type="radio"/> Radio in English	<input type="radio"/> My community organization(s)/ service provider(s)	<input type="radio"/> Other: _____
<input type="radio"/> Library		

11 / How easy is it to find information about elections and candidates in your preferred language?
 Very easy Somewhat easy It is difficult I have not found any

12 / Please tell us if you have done any of the following activities in the past 2 years. **Choose all that apply.**

- I have signed a letter about a social or political issue
- I attended a government or school board meeting in my city
- I have worked on a project or attended a meeting in my neighborhood
- I participated in one or more demonstrations, protests, marches, or rallies
- I contacted a public official through a letter, email, phone, or in-person
- I sent a message on Facebook or other social media about a social or political issue
- I attended a PTA meeting or other volunteer group at my child's school
- I have given money to an organization or a candidate
- I volunteered for an election activity, such as a phone bank or registering people to vote

13 / Some people are registered to vote, while others are not. Which of the following best describes you?
 I am a registered voter I am currently not eligible to register to vote
 I am eligible to register, but have not registered yet Other: _____

SURVEY CONTINUED ON THE OTHER SIDE

• 13 languages

- Amharic
- Arabic
- Chinese (Traditional)
- Cambodian/Khmer
- English
- Filipino/Tagalog
- Indonesian
- Korean
- Oromo
- Somali
- Spanish
- Tigrinya
- Vietnamese

• 5,566 responses

- 4,238 (81.1%) paper surveys
- 988 (18.9%) completed online

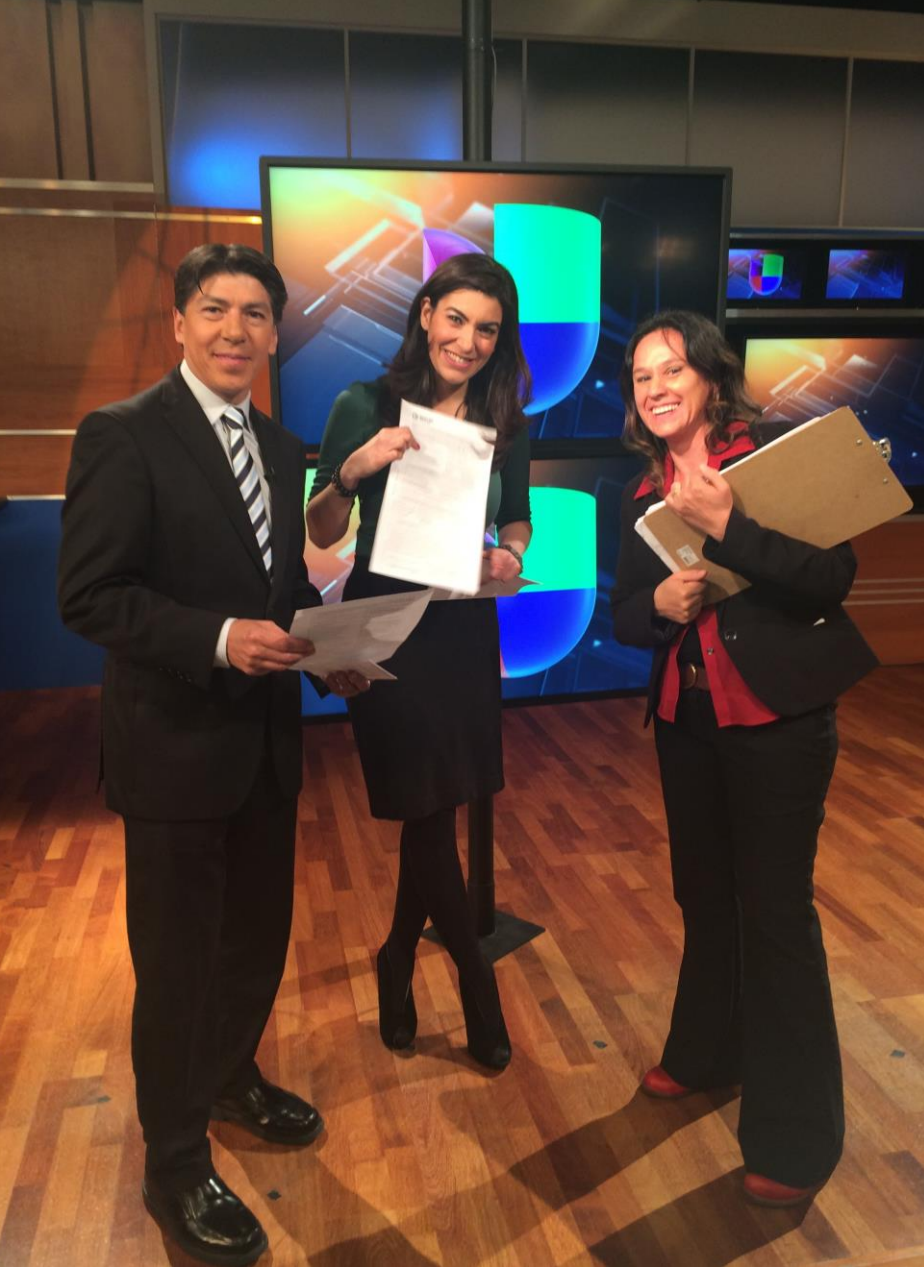
• 109 Seattle Votes Partners

SEATTLE VOTES PARTNERS

4Culture
ACLU of Washington
Administration of Children and Families
Al Karim Islamic Center
APACE Votes
API Chaya
Asian Counseling and Referral Service
BAYAN Pacific Northwest
Casa Latina
Catholic Community Services of Western Washington
Caya Dargado Oromo Seattle
Change Counts! - Financial Empowerment Network | Seattle-King County
Chinese American Citizens Alliance
Chinese Information and Service Center
Chinese Meet Seattle
City of Seattle Immigrant and Refugee Commission
Coalition of Immigrants Refugees and Communities of Color
Communities in Schools
Consular Association of Washington
Downtown Muslim Association of Seattle
Downtown Public Health Center
East African Community Services
Eco8 Community Builders
El Centro de la Raza
Entre Hermanos
Eritrean Association of Greater Seattle
Ethiopian Community Center
Ethnic Heritage Council
FACES (Filipino Americans Civic Employees of Seattle)
Faith Action Network
Families of Color Seattle
Filipino American Greater Seattle Seventh-day Adventist Church
Filipino Community of Seattle
Goodwill Bellevue
Goodwill Burien

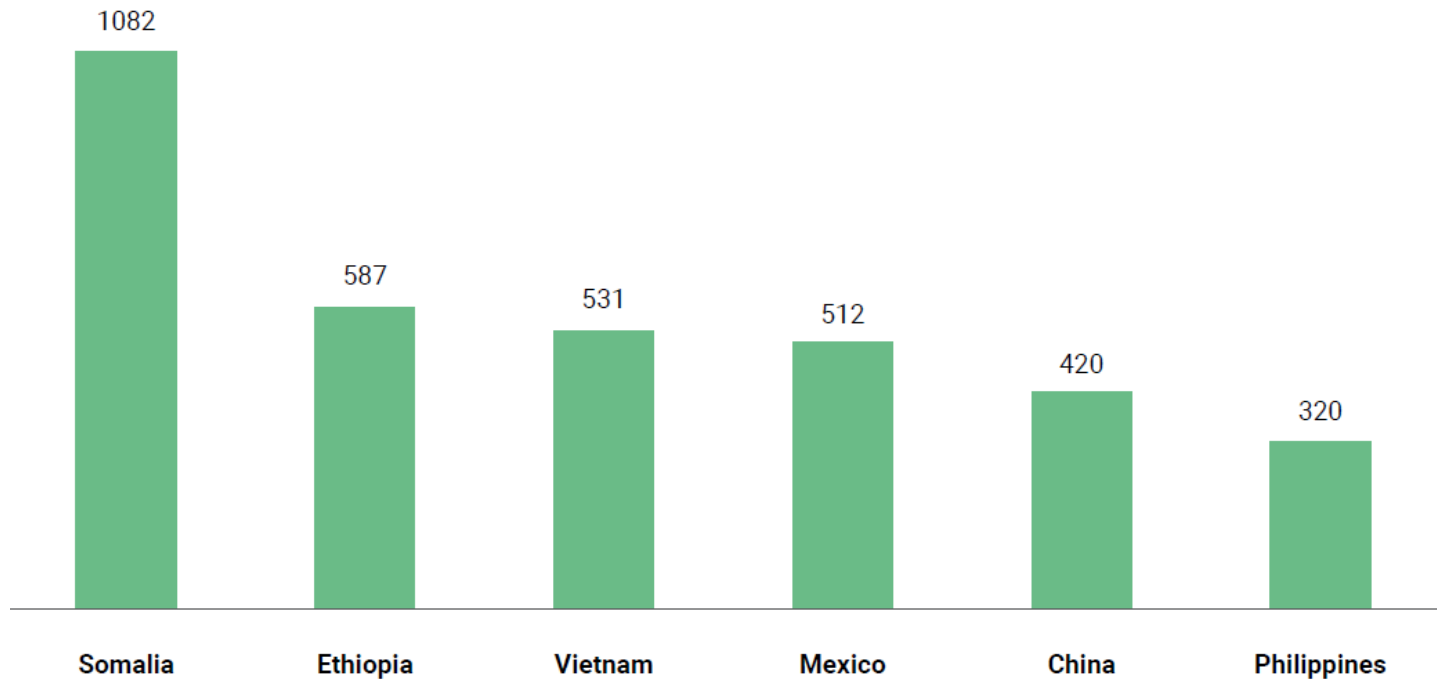
Goodwill Seattle
Goodwill Shoreline
Healthy King County Coalition
Highline Community College
HOLA (Hispanic or Latino Affinity)
Horn of Africa Services
India Association of Western Washington
International Community Health Services
International Drop-In Center
Iraqi Community Center of Washington
InterIm CDA
Japanese American Citizens League - Seattle Chapter
Japanese Cultural Community Center of Washington Seattle
Jewish Family Service of Seattle
Justice for Women, Intercommunity Peace & Justice Center
King County Housing Authority
King County Immigrant and Refugee Task Force
King County Library System
Korean American Bar Association of Washington
Korean American Coalition of Washington
Latino City Employees
Latino Community Development Fund
Literary Source
Low Income Housing Institute
Lutheran Community Services Northwest
Mexican Consulate in Seattle
Museum of History and Industry
Muslim Community Resource Center
Muslim Housing Services
National Asian Pacific American Women's Forum Seattle
NEA Center for Organizing
Neighborhood House
OCA Asian Pacific American Advocates
Office of Arts and Culture
Office of Intergovernmental Relations
OneAmerica
Oromo Community of Seattle

Puget Sound Training Center
Rajana Society
Renton Technical College
Refugee Women's Alliance
Residence Inn Seattle Downtown/Lake Union
Sea Mar Community Health Centers
Seattle Central College
Seattle Chinatown International District Preservation and Development Authority
Seattle CityClub
Seattle Counseling Services Immigrant Outreach Project
Seattle Education Association
Seattle Housing Authority
Seattle Public Library Civic Engagement Committee
Seattle University College of Arts and Sciences Nonprofit Leadership Program
Seattle University International Student Center
SeattleChinaRen.com
SEIU 775
SEIU Local 6
Simposio de Mujeres Latinas
Somali Community Services of Seattle
Somali Health Board
St. James Immigrant Assistance
St. Pius X Catholic Church
The Greater Seattle Chinese Chamber of Commerce
Tongan Wesleyan Church of America
TRAC Associates
UFCW 21
Ukrainian Community Center of Washington
Unite Here! Local 8
University of Washington
Voices of Tomorrow
Washington Bus
Washington Chinese Arts & Culture Committee
White Center Community Development Association
Win/Win Network
Wing Luke Museum of the Asian Pacific American Experience



- **Not a random sampling.**
- **Utilized a community organizing model .**
- **OIRA's bilingual staff had deep relationships in community.**
- **"Face-to-face" approach worked best.**

130 countries and territories were represented in the survey.

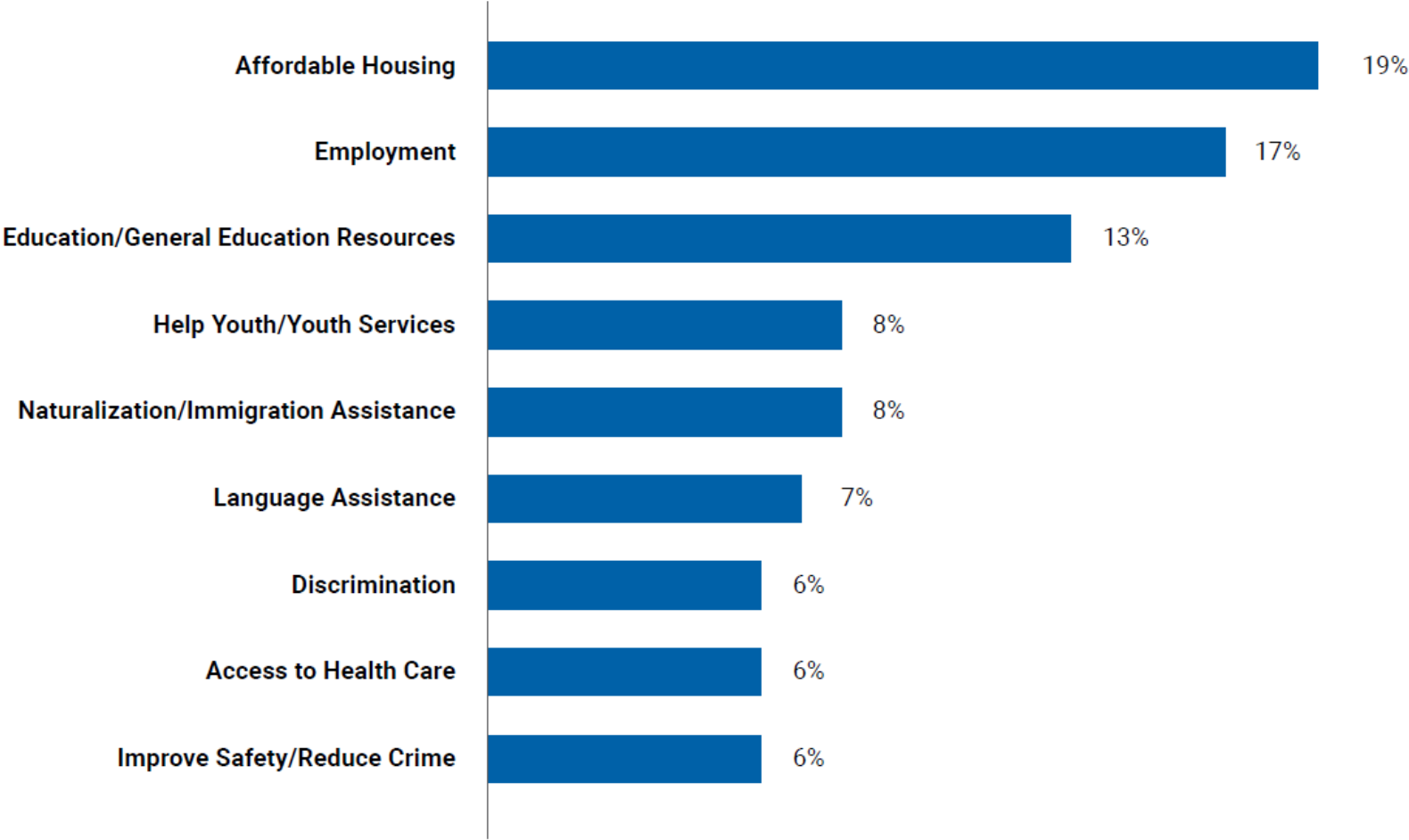


These 6 national origin groups constituted 66% of the sample.

WHAT WE LEARNED



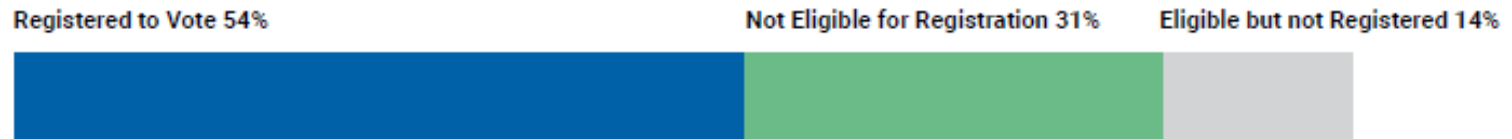
Top Issue Priorities for Immigrant and Refugee Respondents



**Almost half the respondents
did not know how and
where to register to vote.**

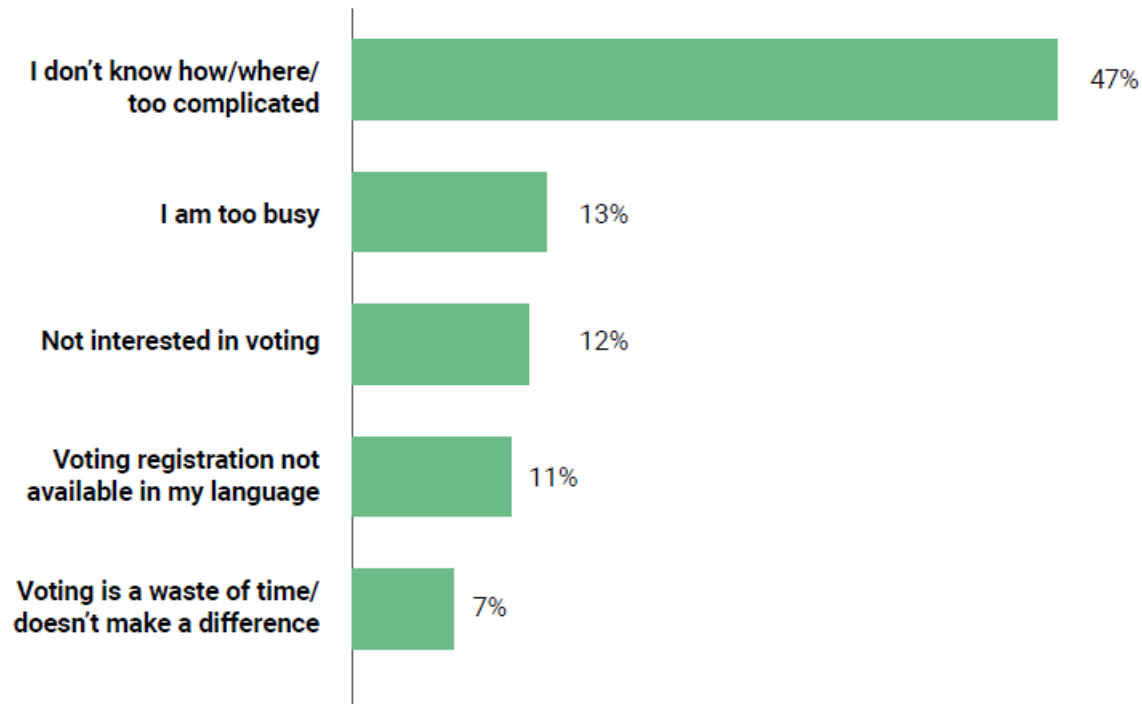


54% were registered to vote.



But...68% of Mexican and Chinese respondents said they were currently not eligible to register to vote.

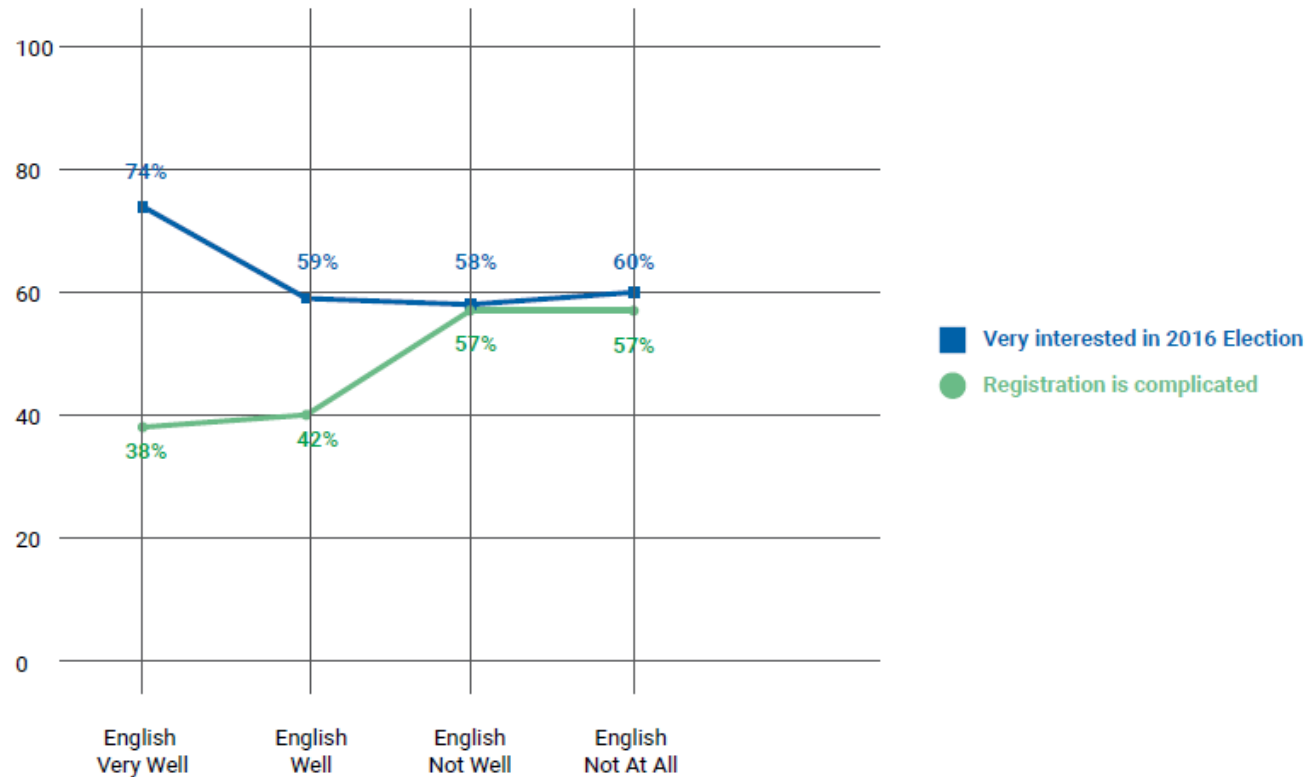
A lack of information was the main reason given for not registering to vote.



**Language presents a
significant barrier.**

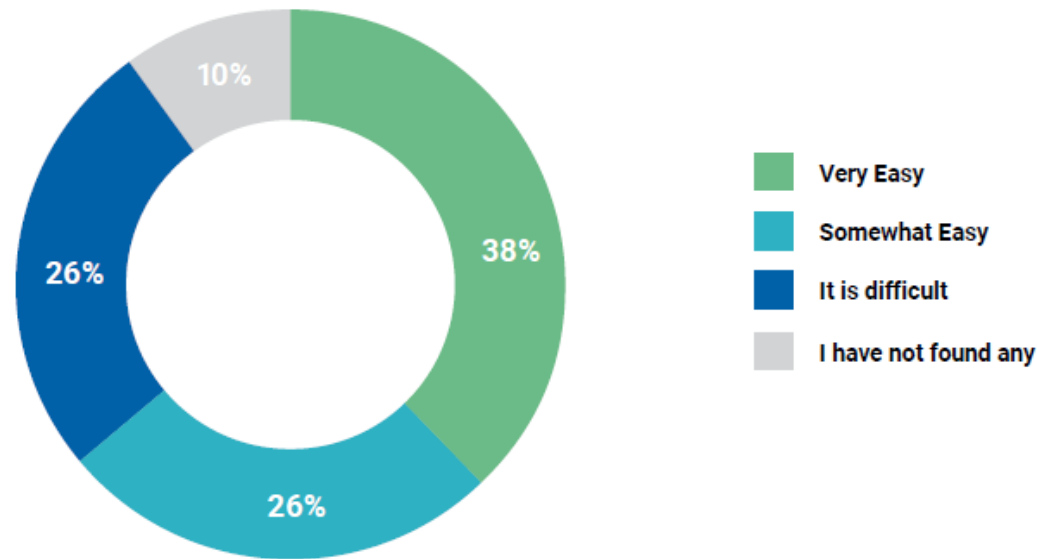


Lack of English proficiency is a barrier to voter registration



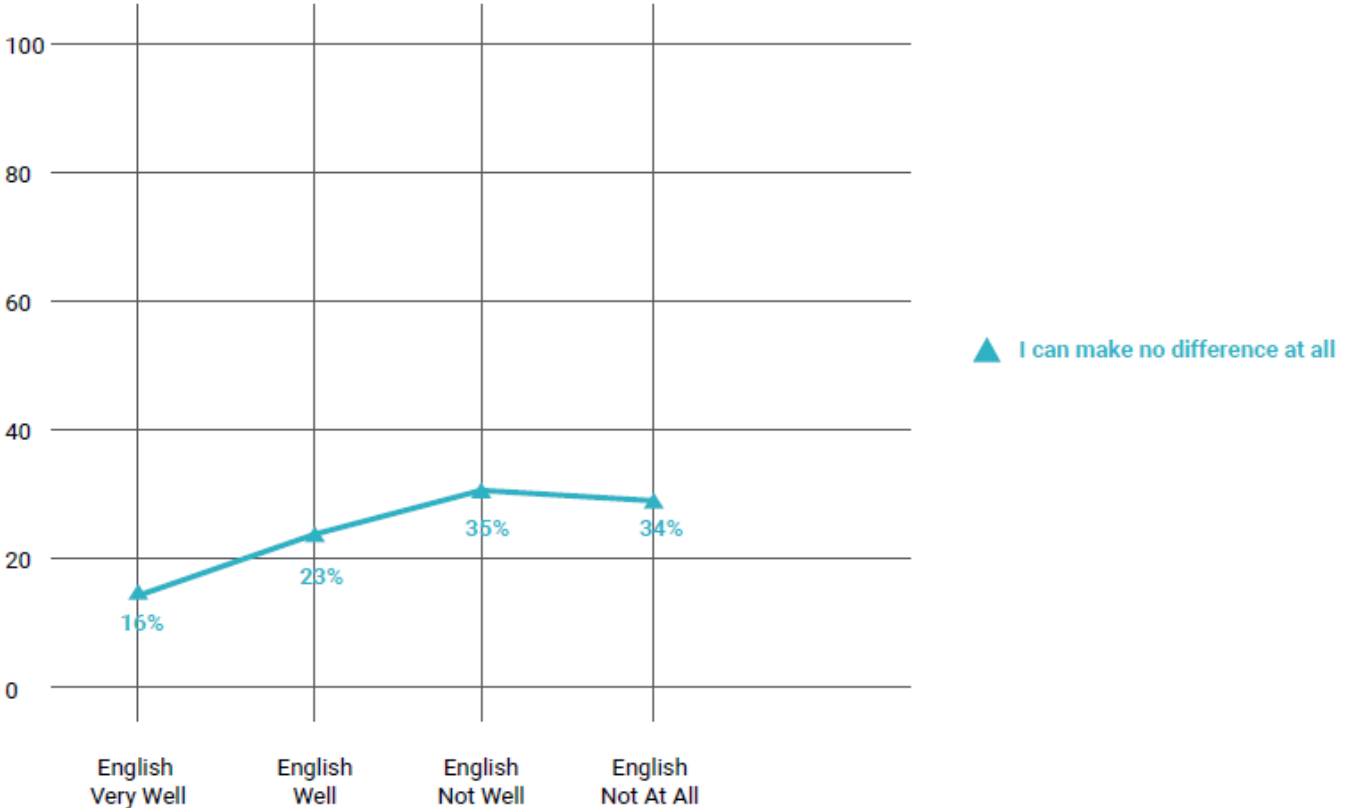
and leads to lower levels of political interest.

A lack of information on the election and candidates in their language of origin increased the probability of non-voting.



Only about 1/3 said it was "very easy" to find information about the candidates and the election in their preferred language.

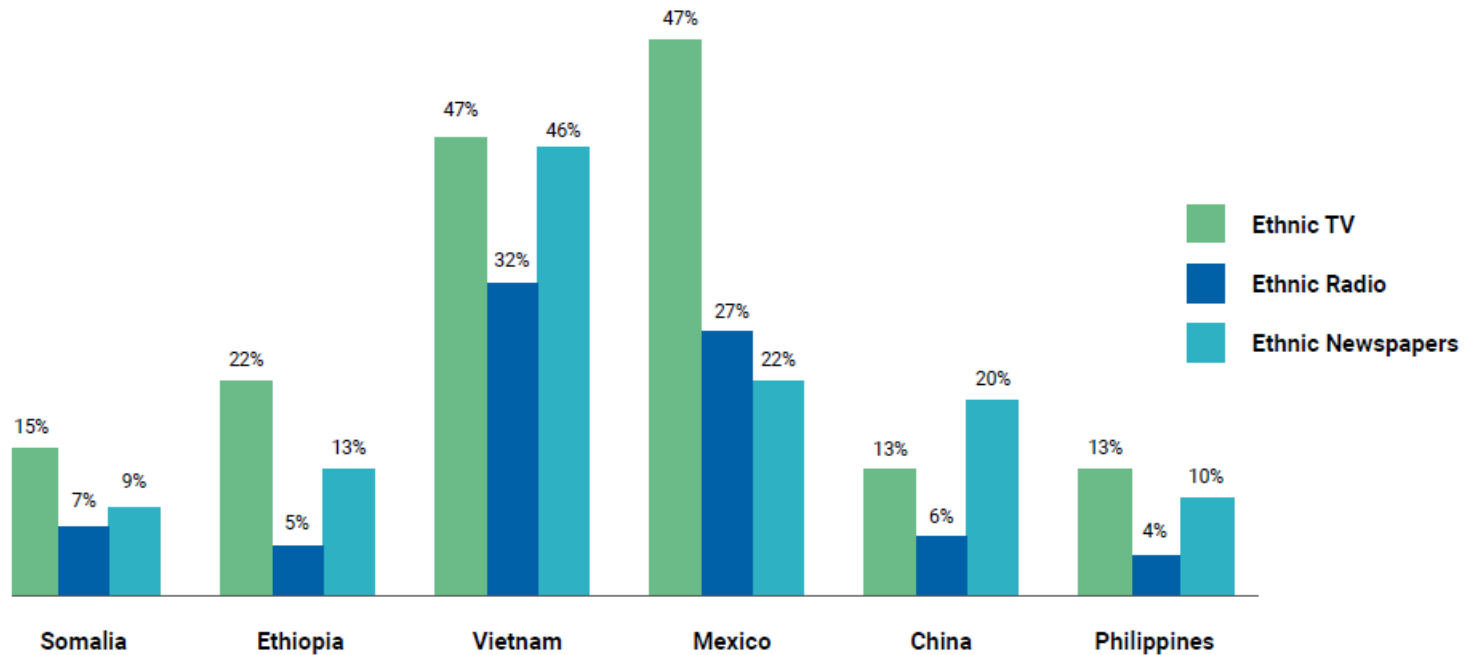
Language isolation impacts feelings of community empowerment.



**Ethnic media plays an important
role in reducing isolation and
engaging immigrants and refugees.**



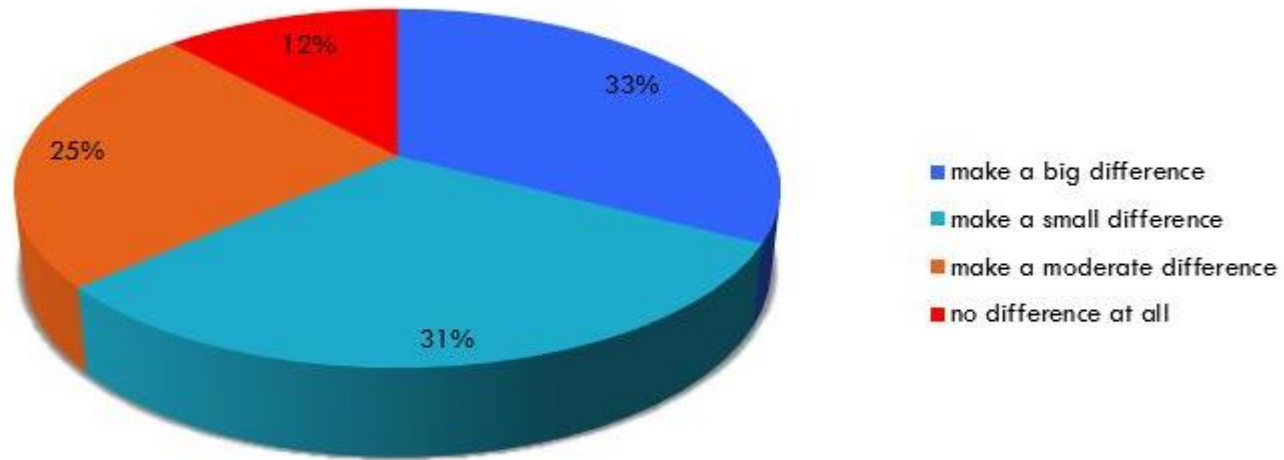
Access to ethnic media varied across different immigrant groups.



Mexican and Vietnamese survey-takers were the highest consumers of ethnic media.

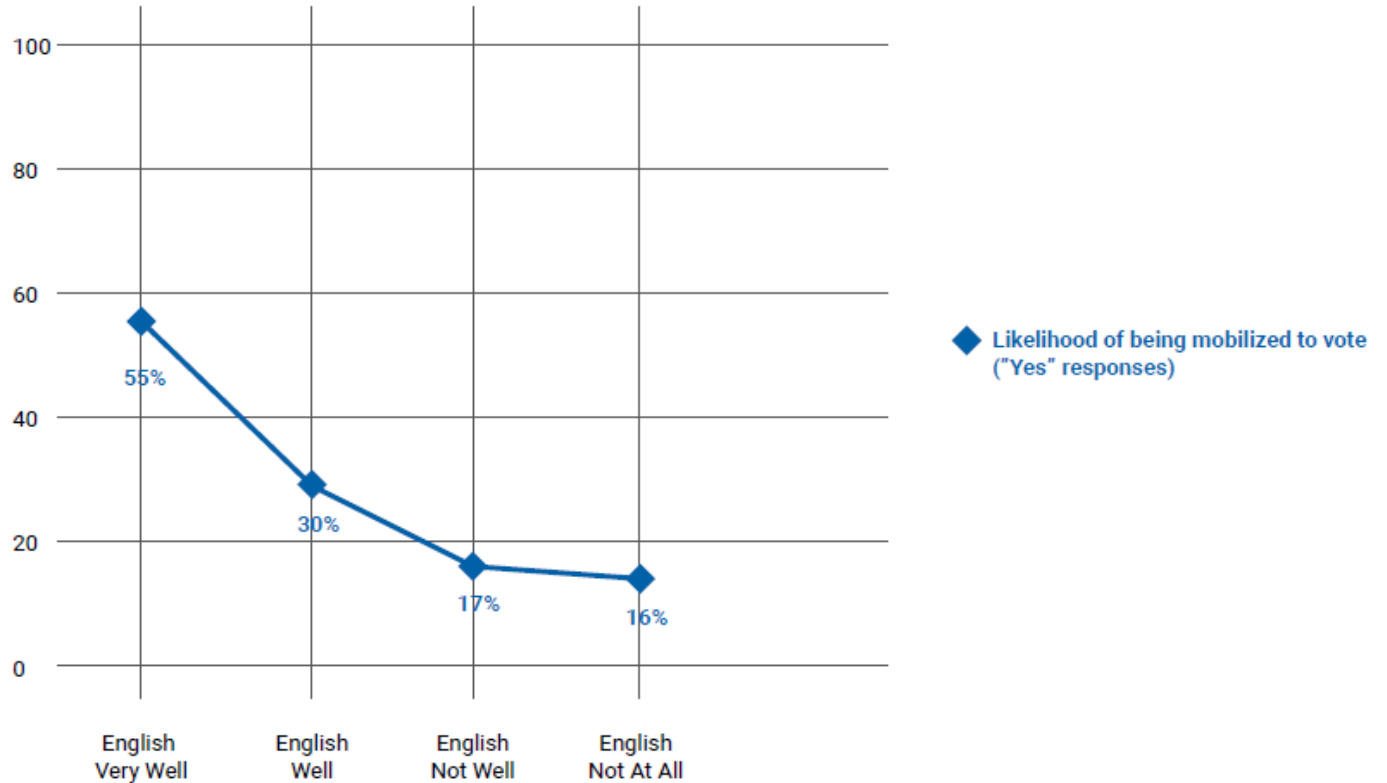
Ethnic media plays a key role in reducing isolation.

Overall how much of a difference do you think you can have in making your neighborhood a better place to live? (Mexican respondents.)



Limited English proficiency increases feelings of powerlessness. Yet Mexicans, who have the highest rates of linguistic isolation felt the highest levels of empowerment. Access to ethnic media may explain this paradox.

Candidates, political parties, or other organizations did not contact non-English speakers.





Seattle Votes Reports by Community

- Asian American
- East African
- Latino

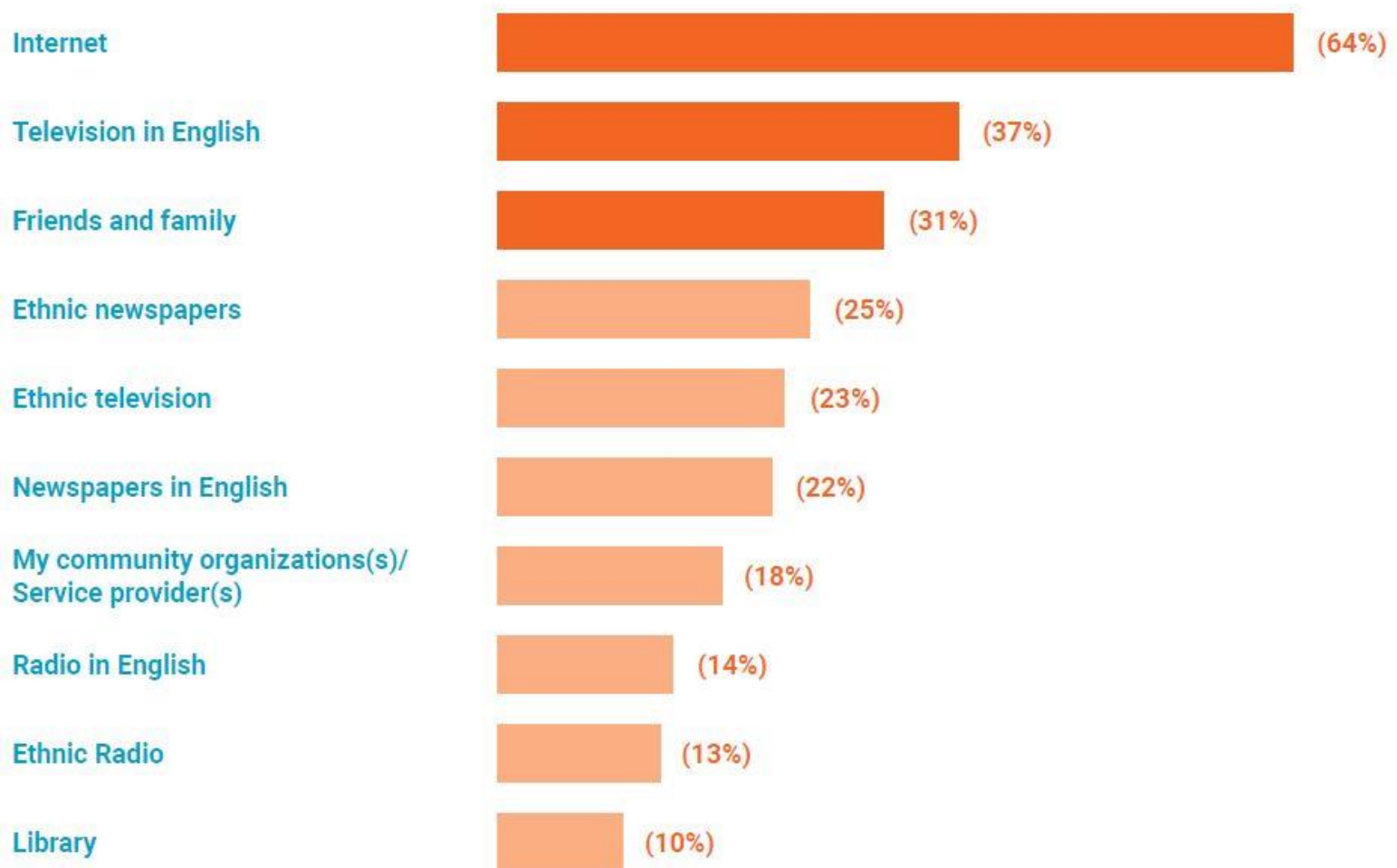


Asian American Community Report

Highlights



The internet is the top source of information on politics.



Almost half stated they never vote in state and local elections.

(Q18) How often have you voted in state and local elections?

A. Often	28%
B. Sometimes	16%
C. Rarely	11%
D. Never	45%

A majority stated they had not been contacted by a candidate, party, or other organization.

(Q19) Have you ever been contacted and encouraged to vote by a candidate, political party, or other organization?



East African Community Report

Highlights



East African respondents report a lack of empowerment.

(Q8) Overall, how much of a difference do you think you can have in making your neighborhood a better place to live?



Engaging in a child's education is a primary focus for civic engagement.

(Q12) Please tell us if you have done any of the following activities in the past 2 years. Choose all that apply.

I attended a PTA meeting or other volunteer group at my child's school	39%
I attended a government or school board meeting in my city	23%
I have worked on a project or attended a meeting in my neighborhood	21%
I participated in one or more demonstrations, protests, marches, or rallies	15%
I volunteered for an election activity such as a phone bank or registering people to vote	13%
I have signed a letter about a social or political issue	11%
I sent a message on Facebook or other social media about a social or political issue	10%
I have given money to an organization or candidate	8%
I contacted a public official through a letter, email, phone, or in-person	7%

Few are contacted by political groups or candidates to vote.

(Q19) Have you ever been contacted and encouraged to vote by a candidate, political party, or other organization?



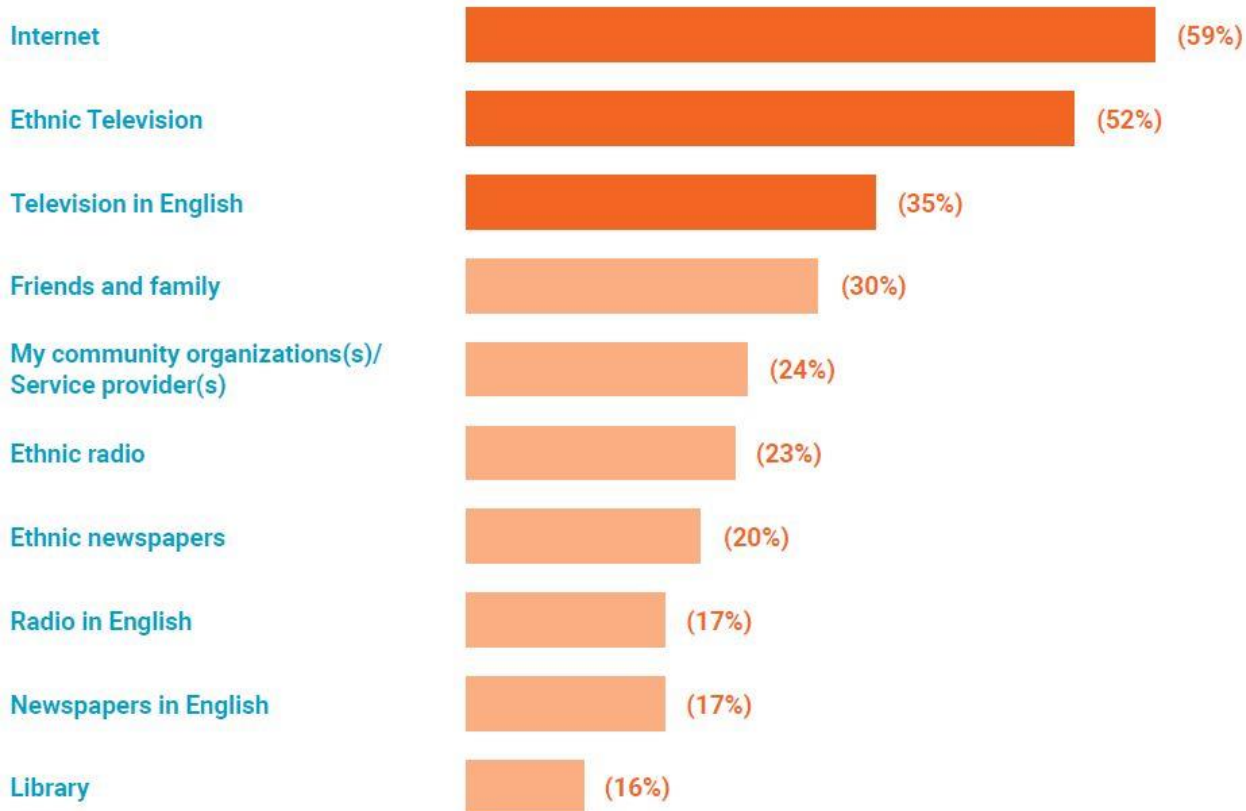
Latino Community Report

Highlights



The internet and television (both in-language and English) are the top sources of information on politics.

(Q10) If you wanted to find information about elections, issues, and candidates, which of the following would you most likely use?



Engaging in a child's education is a primary focus for civic engagement.

(Q12) Please tell us if you have done any of the following activities in the past 2 years. Choose all that apply.

I attended a PTA meeting, or other volunteer group at my child's school	28%
I participated in one or more demonstrations, protests, marches, or rallies	22%
I attended a government or school board meeting in my city	19%
I have signed a letter about a social or political issue	17%
I have worked on a project or attended a meeting in my neighborhood	16%
I sent a message on Facebook or other social media about a social or political issue	15%
I have given money to an organization or candidate	13%
I contacted a public official through a letter, email, phone, or in-person	13%
I volunteered for an election activity such as a phone bank or registering people to vote	7%

Most Latinos reported feeling a sense of agency.

(Q8) Overall, how much of a difference do you think you can have in making your neighborhood a better place to live?



RECOMMENDATIONS



Recommendations (All)

- Full census count campaign.
- Promote civic education, particularly about the role of government.
 - Adult basic civics education
- Expand partnerships and use a relational framework to promote civic engagement.
 - Co-hosting ballot parties
 - Annual civic engagement summits
 - Deputy registrar system
- Research impact of electoral reforms that promote more engagement.
 - Ranked-choice voting?
 - Multi-member districts?
 - Eliminate odd year elections?



Recommendations

Asian American

Research how Asian Americans use the internet to understand public affairs.

East African

Support the development of more East African ethnic media outlets.

Latino

Support the development of more digital content for public affairs.



VOTER REGISTRATION PILOT



Seattle
Office of Immigrant
and Refugee Affairs

Theory

Could we match or exceed the industry average for direct mail response if we accounted for language and relationship with the City?

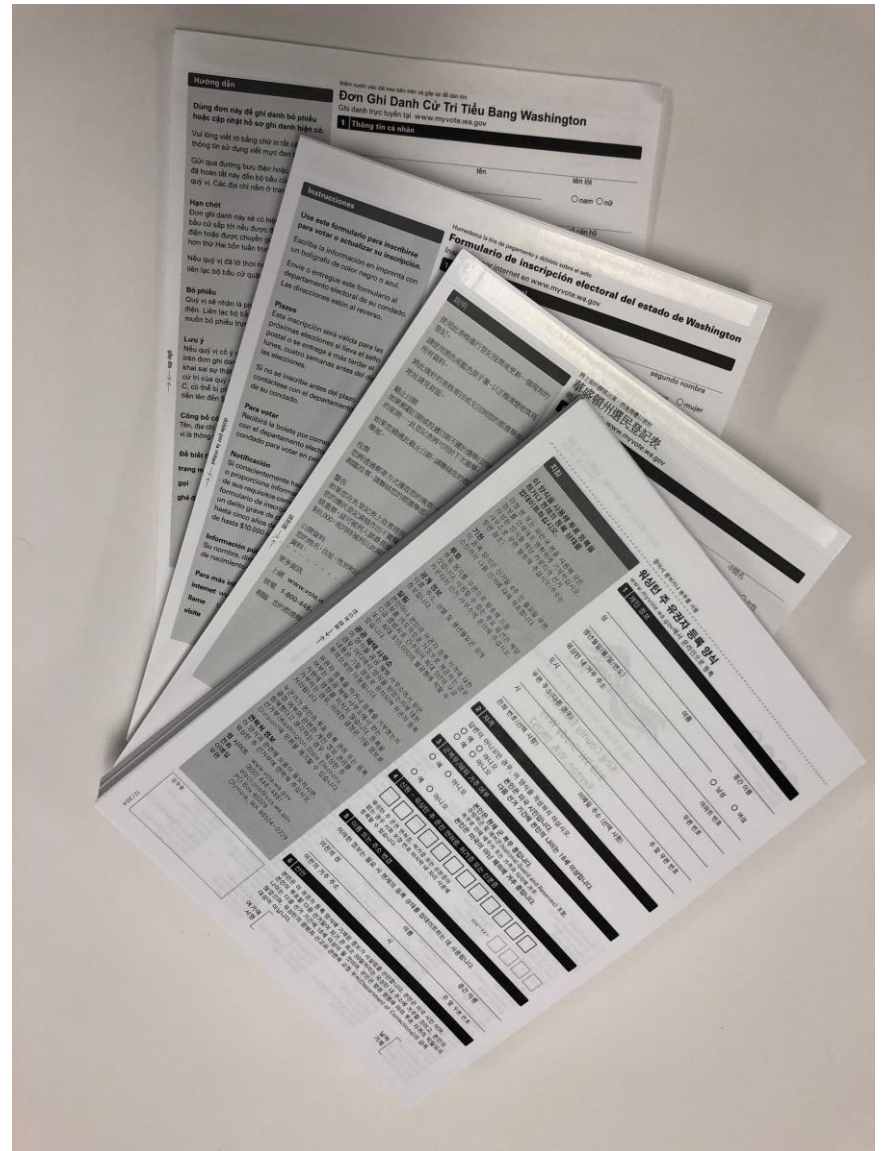
Methodology

- Develop direct mail piece to 1,572 individuals with City of Seattle logo under Cuc's name, pre-filled voter registration form, and registration instructions in 9 languages.
- Not enough phone numbers to test the impact of a robo call or live call.



Results

- 5 percent return rate, equaling the industry average of 3–5 percent.
- Return rate could have been higher if we had been able to include a robo and live call.



PROGRESS TO DATE AND NEXT STEPS



Next Steps

- Support King County Election's efforts to improve voter registration and participation rates among immigrant communities and communities of color.
- Educate and engage stakeholders.
- Share report widely, locally and nationally.



Removing Barriers

Julie Wise, Director of King County Elections

Sobre de devolución

iVote!



julie.wise@kingcounty.gov | 206-477-4140

Removing Barriers to Voting

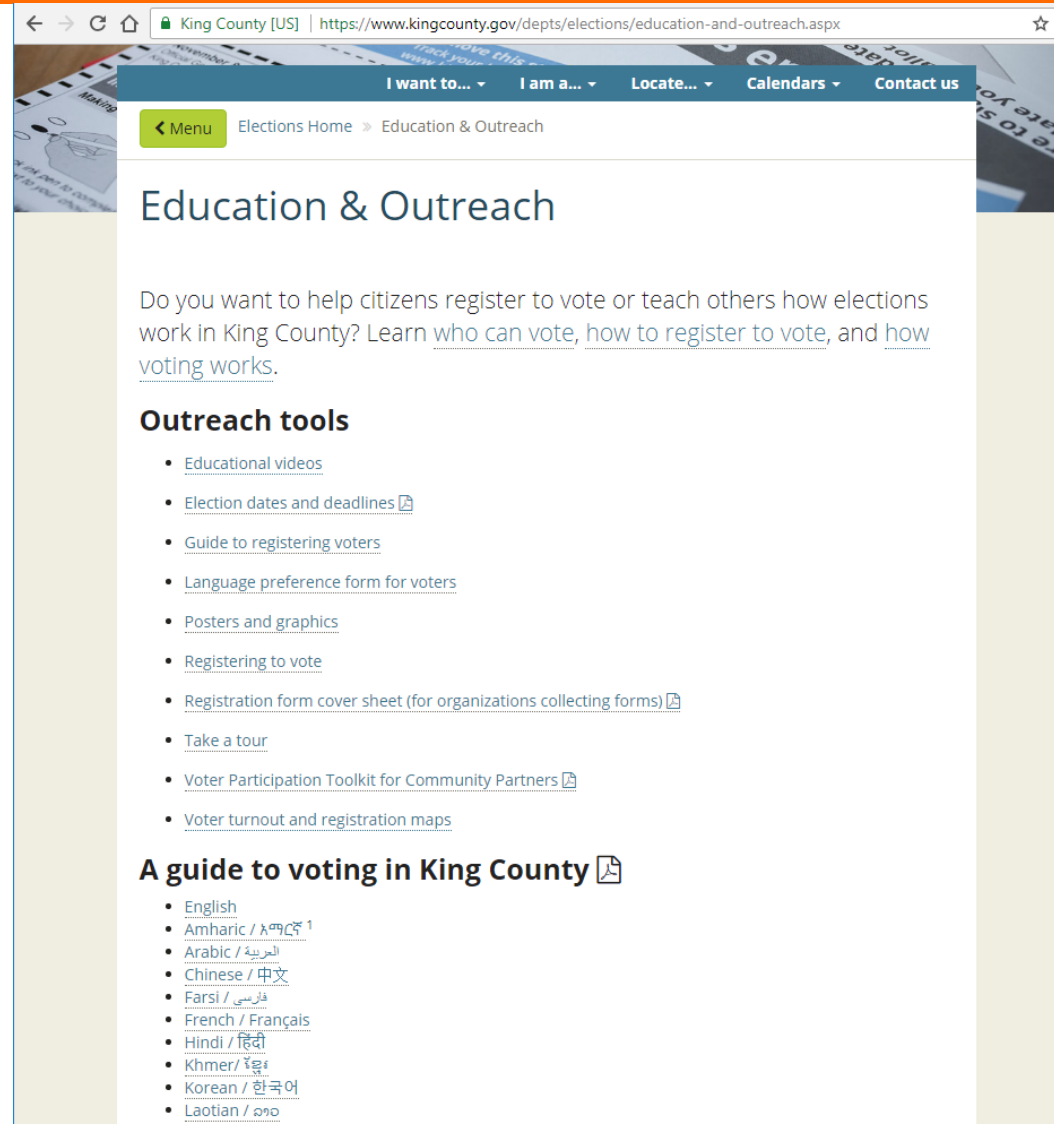
- Increasing drop boxes
- Additional languages
- Voter Education Fund: partnerships to engage underrepresented communities
- More inclusive state voter registration laws
- Prepaid postage
- Online resources and tools



Voter Education & Outreach

Do you want to help citizens to register to vote? And share the importance of voting?

- Tools and Resources
- Training
- Voter Education Fund



The screenshot shows a web browser displaying the King County Elections Education & Outreach page. The browser's address bar shows the URL: <https://www.kingcounty.gov/depts/elections/education-and-outreach.aspx>. The page has a dark blue header with navigation links: "I want to...", "I am a...", "Locate...", "Calendars", and "Contact us". Below the header is a green "Menu" button and a breadcrumb trail: "Elections Home > Education & Outreach". The main content area is titled "Education & Outreach" and contains the following text: "Do you want to help citizens register to vote or teach others how elections work in King County? Learn [who can vote](#), [how to register to vote](#), and [how voting works](#)." Below this is a section titled "Outreach tools" with a list of links: "Educational videos", "Election dates and deadlines", "Guide to registering voters", "Language preference form for voters", "Posters and graphics", "Registering to vote", "Registration form cover sheet (for organizations collecting forms)", "Take a tour", "Voter Participation Toolkit for Community Partners", and "Voter turnout and registration maps". At the bottom is a section titled "A guide to voting in King County" with a list of language options: "English", "Amharic / አማርኛ", "Arabic / العربية", "Chinese / 中文", "Farsi / فارسی", "French / Français", "Hindi / हिंदी", "Khmer / ខ្មែរ", "Korean / 한국어", and "Laotian / ລາວ".

Thank you! Questions?

Cuc Vu, Director

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